

### **AMENDMENT TO THE DRAWINGS**

Originally filed drawing Figs. 4-10 have been deleted. Originally filed drawing Figs. 1-3 and 11 have been amended. Enclosed are four Replacement Sheets containing Figs. 1-4. Figs. 1-3 replace originally filed drawing Figs. 1-3. Fig. 4 replaces originally filed drawing Fig. 11.

## **REMARKS/ARGUMENTS**

Applicant responds herein to the Office Action dated February 1, 2006.

Applicant's attorneys appreciate the Examiner's thorough search and examination of the present patent application.

Claims 1-6 are pending in this application. All claims were rejected.

In response to the Examiner's objections, a replacement Abstract and a new Title are provided herewith. The specification has been amended by inclusion of reference numerals used in the drawings. Additionally, Figures 4-10 were cancelled and Figure 11 was numbered 4. The text of new Figure 4 was added into the specification. No new matter was added.

The Examiner objected to informalities in claim 2 and rejected Claims 2 and 3 under 35 U.S.C. §112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicants regard as the invention. In response, claims 2-6 were cancelled and new claims 7-25 were added.

Claims 1 and 4-6 stand rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent Application Publication No. US 2005/0166224 to Ficco ("Ficco"). Additionally, claims 2-3 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Ficco in view of U.S. Patent Application Publication No. US 2003/0066070 to Houston ("Houston").

In accordance with amended independent claim 1, the claimed method for automated reporting carries out the step of "collecting in the log information about which viewer in a household of viewers is watching content" and "recording in the log events of the viewer making a selection of the content and the viewer viewing the content". Ficco does not teach this.

Instead Ficco is directed to an advertisement selection factor generated in order to adapt ads to a particular recipient. The Examiner references paragraph 26 of Ficco as teaching collecting user data. Lines 1 to 5 of that paragraph read:

"Generally, speaking the ad selection factor generator 30 may gather a variety of information from a variety of sources concerning a particular recipient of the broadcast advertisement. For example, this information may be retrieved from the database 60 or from the user interface 65."

This excerpt teaches gathering information from the database or the user interface. Other sections of Ficco, including paragraph 39, also referenced by the Examiner, similarly describe retrieval of information about the user from a database or an interface. Ficco does not disclose

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how the user identifying information gets to the database 60 or the user interface 65. Therefore, Ficco does not teach or describe at least the above elements of amended claim 1, specifically:

- (1) collecting information that identifies which viewer in the household of viewers is watching the content, and
- (2) recording viewing related information immediately upon the viewing of the content.

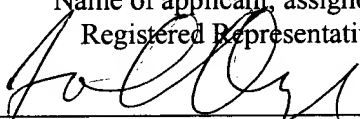
Thus, Applicants' amended independent claim 1 is patentably distinct from Ficco. New dependent claims 7-25 depend directly or indirectly from the above discussed independent claim and are, therefore, patentable for the same reasons, as well as because of the combination of features in those claims with the features set forth in the independent claim 1.

In view of the above, it is submitted that all claims in this application are now in condition for allowance, prompt notification of which is requested.

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as First Class Mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, on May 1, 2006:

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Name of applicant, assignee or  
Registered Representative

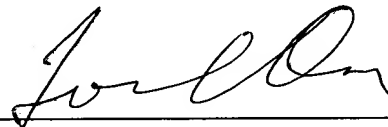
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Respectfully submitted,

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